

## ORDER



**Orders**  
**Order / Rev:** 692961  
**Alt Order #:** 06199041  
**Product Desc:** MN UNITED 4 ALL FAM  
**Estimate:** .  
**Flight Dates:** 10/15/12 - 10/21/12  
**Original Date / Rev:** 09/27/12 / 09/27/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Media Strategies  
**Buying Contact:**  
**Billing Contact:**  
 11350 Randon Hills Road, Suite 670  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Minnesota United for All Families  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Ballot  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 10/01/12   | 10/21/12 | 64      | \$67,750.00  | \$57,587.50 |

**Totals**

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012  | 64        | \$67,750.00        | \$57,587.50        | 0.00        |
| <b>Totals</b> | <b>64</b> | <b>\$67,750.00</b> | <b>\$57,587.50</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn         |              |              | Start Of Order - End Of Order | 100%    |

**Order Share**

|        | Share | Total        |
|--------|-------|--------------|
| KARE   | 23%   | \$67,750.00  |
| Market | 100%  | \$294,565.22 |

**Competitive Share**

|       | Share | Total        |
|-------|-------|--------------|
| CABLE | 0%    | \$0.00       |
| KAWB  | 0%    | \$0.00       |
| KAWF  | 0%    | \$0.00       |
| KCCO  | 0%    | \$0.00       |
| KCCW  | 0%    | \$0.00       |
| KFTC  | 0%    | \$0.00       |
| KMSP  | 18%   | \$53,021.74  |
| KMWB  | 0%    | \$0.00       |
| KPXM  | 0%    | \$0.00       |
| KRWF  | 0%    | \$0.00       |
| KSAX  | 0%    | \$0.00       |
| KSTC  | 1%    | \$2,945.65   |
| KSTP  | 0%    | \$0.00       |
| KTCA  | 0%    | \$0.00       |
| KTCI  | 0%    | \$0.00       |
| KWCM  | 0%    | \$0.00       |
| UNKWN | 14%   | \$41,239.13  |
| WCCO  | 42%   | \$123,717.39 |
| WFTC  | 2%    | \$5,891.30   |

Order / Rev: 692961  
 Alt Order #: 06199041  
 Flight Dates: 10/15/12 - 10/21/12

Advertiser: Minnesota United for All Families  
 Product Desc: MN UNITED 4 ALL FAM  
 Estimate: .

KARE

| Ln | Ch   | Start             | End             | Inventory Code                   | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|----|------|-------------------|-----------------|----------------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| 1  | KARE | 10/17/12          | 10/17/12        | M-F 5-6a<br>KARE First Edition M | CM    | 5-6a              | --W---- | :30 | 1     | \$250.00    | P-2 | 0.00          | NM   | 1     | \$250.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/15/12    | 10/21/12        | --W----                          |       | 1                 |         |     |       | \$250.00    |     | 0.00          |      |       |            |
| 2  | KARE | 10/15/12          | 10/19/12        | M-F 6-7a<br>KARE 11 Sunrise M-F  | CM    | 6-7a              | MTWTF-- | :30 | 5     | \$800.00    | P-2 | 0.00          | NM   | 5     | \$4,000.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/15/12    | 10/21/12        | MTWTF--                          |       | 5                 |         |     |       | \$800.00    |     | 0.00          |      |       |            |
| 3  | KARE | 10/15/12          | 10/19/12        | Today Show<br>Today Show         | CM    | 7-9a              | MTWTF-- | :30 | 5     | \$800.00    | P-2 | 0.00          | NM   | 5     | \$4,000.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/15/12    | 10/21/12        | MTWTF--                          |       | 5                 |         |     |       | \$800.00    |     | 0.00          |      |       |            |
| 4  | KARE | 10/20/12          | 10/20/12        | Sat 8-10a<br>KARE 11 Saturday    | CM    | 8-10a             | -----S- | :30 | 1     | \$700.00    | P-2 | 0.00          | NM   | 1     | \$700.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/15/12    | 10/21/12        | -----S-                          |       | 1                 |         |     |       | \$700.00    |     | 0.00          |      |       |            |
| 5  | KARE | 10/16/12          | 10/19/12        | M-F 9-10a<br>TODAY               | CM    | 9-10a             | -T-TF-- | :30 | 3     | \$250.00    | P-2 | 0.00          | NM   | 3     | \$750.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/15/12    | 10/21/12        | -T-TF--                          |       | 3                 |         |     |       | \$250.00    |     | 0.00          |      |       |            |
| 6  | KARE | 10/15/12          | 10/15/12        | M-F 1-2p<br>Rachel Ray           | CM    | 1P-2P             | M-----  | :30 | 1     | \$175.00    | P-2 | 0.00          | NM   | 1     | \$175.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/15/12    | 10/21/12        | M-----                           |       | 1                 |         |     |       | \$175.00    |     | 0.00          |      |       |            |
| 7  | KARE | 10/17/12          | 10/19/12        | M-F 2-3p<br>The Doctors          | CM    | 2P-3P             | --W-F-- | :30 | 2     | \$250.00    | P-2 | 0.00          | NM   | 2     | \$500.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/15/12    | 10/21/12        | --W-F--                          |       | 2                 |         |     |       | \$250.00    |     | 0.00          |      |       |            |
| 8  | KARE | 10/15/12          | 10/18/12        | M-F 3-4p<br>DR OZ                | CM    | 3-4p              | MT-T--- | :30 | 3     | \$450.00    | P-2 | 0.00          | NM   | 3     | \$1,350.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/15/12    | 10/21/12        | MT-T---                          |       | 3                 |         |     |       | \$450.00    |     | 0.00          |      |       |            |
| 9  | KARE | 10/15/12          | 10/19/12        | M-F 430-5p<br>Jeopardy           | CM    | 430-5P            | MTWTF-- | :30 | 5     | \$700.00    | P-2 | 0.00          | NM   | 5     | \$3,500.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/15/12    | 10/21/12        | MTWTF--                          |       | 5                 |         |     |       | \$700.00    |     | 0.00          |      |       |            |
| 10 | KARE | 10/15/12          | 10/19/12        | M-F 4-430p<br>KARE 11 4 News     | CM    | 4-430P            | MTWTF-- | :30 | 5     | \$400.00    | P-2 | 0.00          | NM   | 5     | \$2,000.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/15/12    | 10/21/12        | MTWTF--                          |       | 5                 |         |     |       | \$400.00    |     | 0.00          |      |       |            |
| 11 | KARE | 10/15/12          | 10/19/12        | M-F 5-530p<br>KARE 11 5 News     | CM    | 5-530p            | MTWTF-- | :30 | 5     | \$1,500.00  | P-2 | 0.00          | NM   | 5     | \$7,500.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/15/12    | 10/21/12        | MTWTF--                          |       | 5                 |         |     |       | \$1,500.00  |     | 0.00          |      |       |            |
| 12 | KARE | 10/15/12          | 10/19/12        | M-F 6-630p<br>KARE 11 6 News     | CM    | 6-630p            | MT-TF-- | :30 | 4     | \$1,500.00  | P-2 | 0.00          | NM   | 4     | \$6,000.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/15/12    | 10/21/12        | MT-TF--                          |       | 4                 |         |     |       | \$1,500.00  |     | 0.00          |      |       |            |
| 13 | KARE | 10/20/12          | 10/20/12        | Sat 5-530p<br>KARE 11 5 News Sa  | CM    | 5-530P            | -----S- | :30 | 1     | \$850.00    | P-2 | 0.00          | NM   | 1     | \$850.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/15/12    | 10/21/12        | -----S-                          |       | 1                 |         |     |       | \$850.00    |     | 0.00          |      |       |            |
| 14 | KARE | 10/20/12          | 10/20/12        | Sat 6-630p<br>KARE 11 6 News Sa  | CM    | 6-630P            | -----S- | :30 | 1     | \$850.00    | P-2 | 0.00          | NM   | 1     | \$850.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/15/12    | 10/21/12        | -----S-                          |       | 1                 |         |     |       | \$850.00    |     | 0.00          |      |       |            |
| 15 | KARE | 10/21/12          | 10/21/12        | Sun 5-530p<br>KARE 11 5 News Su  | CM    | 5-530P            | -----S  | :30 | 1     | \$900.00    | P-2 | 0.00          | NM   | 1     | \$900.00   |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |

Order / Rev: 692961  
 Alt Order #: 06199041  
 Flight Dates: 10/15/12 - 10/21/12

Advertiser: Minnesota United for All Families  
 Product Desc: MN UNITED 4 ALL FAM  
 Estimate: .  
**KARE**

| Ln     | Ch    | Start             | End             | Inventory Code                           | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Spots       | Amount     |
|--------|-------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------------|------------|
| 15     | KARE  | 10/21/12          | 10/21/12        | Sun 5-530p<br>KARE 11 5 News Su          | CM    | 5-530P            | -----S  | :30 | 1     | \$900.00    | P-2 | 0.00          | NM   | 1           | \$900.00   |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |             |            |
|        | Week: | 10/15/12          | 10/21/12        | -----S                                   |       | 1                 |         |     |       | \$900.00    |     | 0.00          |      |             |            |
| 16     | KARE  | 10/15/12          | 10/19/12        | M-F 630-7p<br>Entertainment Tonigh       | CM    | 630pm-7pm         | MTWTF-- | :30 | 5     | \$1,400.00  | P-2 | 0.00          | NM   | 5           | \$7,000.00 |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |             |            |
|        | Week: | 10/15/12          | 10/21/12        | MTWTF--                                  |       | 5                 |         |     |       | \$1,400.00  |     | 0.00          |      |             |            |
| 17     | KARE  | 10/20/12          | 10/20/12        | Sat 630-7p<br>MN Bound                   | CM    | 630pm-7pm         | -----S- | :30 | 1     | \$375.00    | P-2 | 0.00          | NM   | 1           | \$375.00   |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |             |            |
|        | Week: | 10/15/12          | 10/21/12        | -----S-                                  |       | 1                 |         |     |       | \$375.00    |     | 0.00          |      |             |            |
| 18     | KARE  | 10/15/12          | 10/15/12        | Mon Prime Other<br>The Voice             | CM    | 7-9p              | M-----  | :30 | 1     | \$6,000.00  | P-2 | 0.00          | NM   | 1           | \$6,000.00 |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |             |            |
|        | Week: | 10/15/12          | 10/21/12        | M-----                                   |       | 1                 |         |     |       | \$6,000.00  |     | 0.00          |      |             |            |
| 19     | KARE  | 10/16/12          | 10/16/12        | Tue Prime C<br>Parenthood                | CM    | 9-10p             | -T----- | :30 | 1     | \$3,750.00  | P-2 | 0.00          | NM   | 1           | \$3,750.00 |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |             |            |
|        | Week: | 10/15/12          | 10/21/12        | -T-----                                  |       | 1                 |         |     |       | \$3,750.00  |     | 0.00          |      |             |            |
| 20     | KARE  | 10/17/12          | 10/17/12        | Wed Prime B<br>LAW ORD: SVU              | CM    | 8-9p              | --W---- | :30 | 1     | \$2,000.00  | P-2 | 0.00          | NM   | 1           | \$2,000.00 |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |             |            |
|        | Week: | 10/15/12          | 10/21/12        | --W----                                  |       | 1                 |         |     |       | \$2,000.00  |     | 0.00          |      |             |            |
| 21     | KARE  | 10/19/12          | 10/19/12        | Fri Prime A<br>WHITNEY/COMMUNITY         | CM    | 7-8p              | ----F-- | :30 | 1     | \$1,400.00  | P-2 | 0.00          | NM   | 1           | \$1,400.00 |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |             |            |
|        | Week: | 10/15/12          | 10/21/12        | ----F--                                  |       | 1                 |         |     |       | \$1,400.00  |     | 0.00          |      |             |            |
| 22     | KARE  | 10/20/12          | 10/20/12        | Sat Prime C<br>LAW ORD: SVU              | CM    | 9-10p             | -----S- | :30 | 1     | \$1,250.00  | P-2 | 0.00          | NM   | 1           | \$1,250.00 |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |             |            |
|        | Week: | 10/15/12          | 10/21/12        | -----S-                                  |       | 1                 |         |     |       | \$1,250.00  |     | 0.00          |      |             |            |
| 23     | KARE  | 10/15/12          | 10/18/12        | M-F 10-1035p<br>KARE News 10p            | CM    | 10-1035P          | M-WT--- | :30 | 3     | \$2,400.00  | P-2 | 0.00          | NM   | 3           | \$7,200.00 |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |             |            |
|        | Week: | 10/15/12          | 10/21/12        | M-WT---                                  |       | 3                 |         |     |       | \$2,400.00  |     | 0.00          |      |             |            |
| N24    | KARE  | 10/21/12          | 10/21/12        | Post NFL Late News<br>Post NFL Late News | CM    | 1030p-1105p       | -----S  | :30 | 1     | \$2,300.00  | P-2 | 0.00          | NM   | 1           | \$2,300.00 |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |             |            |
|        | Week: | 10/15/12          | 10/21/12        | -----S                                   |       | 1                 |         |     |       | \$2,300.00  |     | 0.00          |      |             |            |
| 25     | KARE  | 10/15/12          | 10/19/12        | Tonight Show<br>Tonight Show             | CM    | 1035pm-1135pm     | M-W-F-- | :30 | 3     | \$650.00    | P-2 | 0.00          | NM   | 3           | \$1,950.00 |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |             |            |
|        | Week: | 10/15/12          | 10/21/12        | M-W-F--                                  |       | 3                 |         |     |       | \$650.00    |     | 0.00          |      |             |            |
| 26     | KARE  | 10/16/12          | 10/18/12        | Late Night<br>Late Night NBC             | CM    | 1135pm-1235xm     | -T-T--- | :30 | 2     | \$300.00    | P-2 | 0.00          | NM   | 2           | \$600.00   |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |             |            |
|        | Week: | 10/15/12          | 10/21/12        | -T-T---                                  |       | 2                 |         |     |       | \$300.00    |     | 0.00          |      |             |            |
| 27     | KARE  | 10/21/12          | 10/21/12        | MN Bound<br>MN Bound                     | CM    | 1035-1105P        | -----S  | :30 | 1     | \$600.00    | P-2 | 0.00          | NM   | 1           | \$600.00   |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |             |            |
|        | Week: | 10/15/12          | 10/21/12        | -----S                                   |       | 1                 |         |     |       | \$600.00    |     | 0.00          |      |             |            |
| Totals |       |                   |                 |  |       |                   |         |     |       |             |     |               | 64   | \$67,750.00 |            |